

# MATT COOPER

Creative Visuals – Creative Marketing

## CONTACT

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## TOOLS

### 2D Design

Photoshop  
Illustrator

### 3D Design

Lightwave 3D  
Maya  
Keyshot

### Video & Motion Graphics

Adobe After Effects  
Premiere Pro  
Final Cut Pro

### Web Design

Wordpress  
HTML 5  
CSS  
Bootstrap

### Project Management

Basecamp  
Asana

## EDUCATION

2005 John Brown University

Bachelor of Science in  
Digital Media Arts  
Minor in Illustrator

## PROFESSIONAL EXPERIENCE

### Mohu 2015 – Present

Raleigh, North Carolina

Marketing, Print, Package and Web Design

- Collaborates with an innovative team to build data-driven product and brand marketing campaigns that drive online and retail sales, brand awareness and reduces returns through product education.

- Redesigned blog section of gomohu.com to maximize SEO, retail conversions and brand engagement. Create weekly email and social media campaigns to generate B2C direct sales.

- Led the redesign of the entire Mohu line of antenna and streaming product packaging. Created customized packaging lines for specific retailers such as Target, Walmart, Best Buy and Amazon. Managed large-scale packaging production with domestic and offshore printers.

- Designs custom point-of-purchase retail displays from concept to distribution for several retailers including Sam's Club. Manages the translation from 3D design to dieline and print production with corrugated display production companies.

- Generates quick turnaround 3D presentation-ready product and display proposal images for the sales team. Renders photo-realistic 3D images of future products for use in proposals, packaging and marketing materials.

### rAve [Publications] 2005 – 2015

Chapel Hill, North Carolina

Marketing, Print, Software and Web Design

- Built and maintained iterations of news publication websites and many individually-themed tradeshow news microsites.

- Designed and managed development of cloud-based video platform created to quickly post large volumes of video content simultaneously to web portals, mobile devices and iOS apps.

- Branded, produced, edited and recorded podcasts for the publication.

- Created print and news promotional material for rAve and its major corporate sponsors including Epson, Almo ProAV, Extron Electronics, Christie Digital, Da-Lite Screen Company, Chief, Polycom and more.

- Developed rAve branding campaigns across variety of trade show media including vinyl booth graphics, t-shirts, business cards, postcards other informational materials.

- Designed and managed development of PHP systems to dynamically post static newsletter content simultaneously across multiple media platforms.